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## Governor O'Malley Launches State's First Online Business Registration System

**P**rior to the launch of the **Central Business Licensing and Registration Portal (CBL)** in December 2012, Maryland's paper-based business registration process required



Governor O'Malley announcing the next phase of Maryland Made Easy.

entrepreneurs to complete multiple forms for different agencies and wait on a response. The processing time for submitted applications was taking an average of eight to 10 weeks. State

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## Self-Funded eGovernment Arrives in Maryland

**I**n August 2011, following a competitive bid process, NICUSA Inc. (NIC Maryland) was selected as the state's partner to build and maintain

electronic government (eGovernment) services. The master contract is managed by the Maryland Department of Information Technology (DoIT) and oversight is provided by an Executive Steering Committee comprising state agency chief information officers. Within the first year of operations, NIC established a local office in Annapolis, Md., creating 15 new jobs.

In addition to NIC developing and launching 10 new eGovernment services in 2012, the master contract with DoIT has also brought these additional value-added services at no cost to the State:

2012 Usage Statistics	
Subscriber Accounts	887
eGovernment transactions	6,221,939
Agency statutory fees collected	\$11,533,135.36

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# NIC Drives Mobile First Approach Using Responsive Design Technology

**NIC** is at the technology forefront for providing electronic government services for all types of devices, and today is the largest provider of official government mobile apps in the United States. Our company has launched more than 100 government mobile applications, and was the very first to develop government iPhone, iPad, and Windows Phone applications. NIC is focused on ensuring that services we develop for our partners incorporate the latest technologies, and we are constantly reviewing, testing, and developing innovative new technologies. We employ a “mobile first” strategy, and believe that today’s evolving technology requires all online services to be developed with a mobile consideration.

One of the state of Maryland’s goals is to provide mobile-ready technology so citizens and businesses can engage with government

anywhere at any time. NIC is paving the way by developing every new eGovernment application utilizing responsive design techniques, which automatically scale the content to the browser, tablet, or mobile device. Responsive Web design is achieved by using

HTML5 and CSS3 with media queries to write one set of code that automatically detects what type of device is being used, be it desktop computer, laptop, smartphone, or tablet.

Responsive design not only automatically detects the device, but it also scales the design and formats content accordingly. This approach provides convenience to those using the service and is also efficient for government

partners, as one set of code is written and maintained. The NIC Maryland team developed and launched nine new eGovernment services in 2012 utilizing responsive design techniques plus a mobile practice driving test app for the Maryland Motor Vehicle Administration that is available on Apple and Android platforms.



## Self-Funded eGovernment Arrives in Maryland

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- Best-of-breed technology hosting platform designed for redundancy, security, high availability, and performance
- Network and application security standards expertise and annual security audits
- Enterprise SaaS payment processing
- 24/7 customer support services
- Customer billing and collections
- Marketing services
- Best practices and eGovernment services subject matter experts from 20 years of eGovernment experience

Valued at more than \$6 million in the first year, Maryland’s eGovernment public-private partnership is delivering significant efficiencies and cost benefits to the state and its constituents without requiring taxpayer appropriations. “Partnering with NIC allows Maryland to take its eGovernment services to a whole new level,” said Elliot Schlanger, Secretary of the Department of Information Technology. “Combining NIC’s experience and best practices with the governor’s drive for innovation and cost-effectiveness, this relationship creates many new ways for Maryland

businesses and citizens to conveniently and securely transact electronically with their state government.”

The base funding for the eGovernment services portal was secured in March 2012 when NIC partnered with the Maryland Motor Vehicle Administration (MVA) to provide a suite of five eGovernment services that facilitates electronic access to driver and vehicle records and a monthly billing process. The new services from the MVA and NIC provide business customers with an online subscriber management system, monthly billing, and 24/7 customer support through online, email, phone, and live help chat. ■

# Governor O'Malley Launches State's First Online Business Registration System

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agencies were also spending significant time performing data validation and data entry and collecting and processing payments.

As part of Governor Martin O'Malley's Maryland Made Easy initiative, the Department of Business and Economic Development spearheaded the CBL project with collaboration from the State

***"Business registrations filed through CBL take less than two business days, compared to eight to 10 weeks previously..."***

Department of Assessments and Taxation and the Comptroller of Maryland. The CBL system provides entrepreneurs with a unified Web portal through which they can enter and submit the data required to apply for the licenses and registrations needed to start and conduct business in Maryland, pay for filings, and receive electronic notifications when their filing status changes. Business registrations filed through CBL take less than two business days, compared to eight to 10 weeks previously, to be reviewed and approved and the agencies have realized operational efficiencies.

"With the launch of Maryland's first online business registration system, we take another important step forward in breaking down barriers to job creation," said Governor O'Malley. "Today, we're officially launching another tool for more efficient, more streamlined government; a tool for easing the administrative burden on businesses and therefore helping entrepreneurial Marylanders create jobs and expand opportunity."

The service was developed at no cost to the state under the Maryland Self-Funded eGovernment Services master contract between the Department of Information Technology (DoIT) and NIC. No appropriation of state funds was used to fund this project. The estimated market value for the service is \$1,181,700.

The greatest benefits of the CBL system are felt statewide as new businesses are being established throughout all 24 Maryland counties. Entrepreneurs are now empowered to more quickly establish new businesses through the CBL system, while avoiding the hassle of providing redundant applications in person at multiple agencies.

Businesses save time and money when they apply for licenses and registrations electronically, instead of mailing and hand-delivering completed hard-copy forms to state agencies. Through available e-licensing technologies, businesses can complete

applications, make payments, electronically sign documents, receive confirmation of application submittal and approval, and obtain copies of licenses and registrations.

State agencies operate more efficiently, saving both time and money, due to workflow processes being automated. Stakeholder agencies process customer applications much faster but with far fewer resources. The state of Maryland and its citizens benefit from the creation of new business startups, which in turn creates jobs in Maryland.



Governor O'Malley discussing CBL with Maryland entrepreneurs.

"The Central Business Licensing System is another great example of how state government can be business-friendly and cost-efficient through smart use of information technology and Web services," said Department of Information Technology Secretary and Chief Information Officer Elliot Schlanger. "Providing easy online access to an increasing range of government-to-business services is a high priority for Governor O'Malley and his administration. We look forward to introducing new features to the CBL system in the coming months."

The Maryland Made Easy initiative and the CBL system support Governor O'Malley's goals to recover jobs lost since the Great Recession and to decrease the Maryland and national unemployment rate by the end of 2014. Since the bottom of the recession in February 2010, Maryland has recovered 132,800 jobs or 91.1 percent of jobs lost, and decreased the Maryland unemployment rate by 18.75 percent and the national unemployment rate by 23.5 percent. ■



## Featured Employee **Jeremy Woollen**

Meet Jeremy Woollen, a UX/UI Web designer who has been with NIC Maryland since 2012 and has more than 16 years of professional experience designing Web applications and websites. Jeremy is an exemplary member of the NIC Maryland team. His warm, friendly attitude and profession-



Jeremy Woollen

alism make him a favorite among agencies and co-workers alike. Jeremy's passion is to create

user interfaces that incorporate industry best practices throughout his designs.

Jeremy is exceptional in his ability to understand the business need of the agency and prototype Web applications that meet this need but are intuitive to the customer. As a member of NIC's project team, Jeremy designs each application before development begins, which increases the speed to market for the eGovernment service. Jeremy creates user-friendly Web applications using a "mobile first" approach that integrates responsive design techniques and allows the eGovernment service to automatically scale content appropriately to any Web browser, tablet, or mobile device.

Jeremy has quickly become the go to presenter for NIC. He presented the functionality of the new Central Business Licensing and Registration (CBL) service for focus groups, state agencies, and during Governor O'Malley's press conference announcing the service.

## NIC – A Unique and Valuable Partner

### Mobile Innovation Meets Cybersecurity Expertise

At NIC, we help our government partners deliver valuable information and services to businesses and citizens 24 hours a day, seven days a week. Today, 30 states enjoy the efficiencies NIC brings to interacting with government.

#### *Mobile-First Strategy*

As the eGovernment industry leader, NIC is at the technology forefront for providing electronic government services for all types of devices. Today, NIC has developed more official government mobile applications than any company in the world. Serving as the research and development department for our partners, our innovation brings government access to the latest technologies for providing electronic services. We employ a 'mobile first' strategy, and believe that today's evolving technology requires that all online services be developed with a mobile consideration.

In addition to native mobile apps, we also lead in mobile Web expertise, using 'responsive design' technology to provide convenience to citizens and efficiency to our government partners.

#### *Secure Transactions*

The number of eGovernment services we provide grows every day. In our 21-year history, we have developed more than 7,500 customized eGovernment solutions that enable citizens and businesses to interact with government securely and efficiently. In 2012, more than 200 million online transactions were completed using eGovernment services developed by NIC, and the company securely processed more than \$22.5 billion on behalf of its government partners. What's key is all the transactions were completed securely.

A cybersecurity breach could cost states a lot more than credibility. Cybersecurity has become of critical importance, with 82 percent of state officials stating that cybersecurity is the most important challenge they face.

NIC's standards-based eGovernment security program uses a multilayered approach to ensure that sensitive information is protected. The investment to keep security measures current and valuable data safe is relatively small when compared to the potential costs of a major breach. Consumer confidence can plummet, reputations can be damaged beyond repair, legal action can drain resources, and the negative effects can ripple far and wide.

NIC's corporate and portal security teams continuously monitor online applications and systems to detect vulnerabilities, and adhere to the highest levels of payment card industry (PCI) compliance. Yet, even with most of the risk outsourced, partners still need to be aware that 100 percent of the risk cannot be outsourced. NIC's Corporate Security Team, led by NIC's chief security officer, Jayne Friedland Holland, helps educate partners on the many layers and complexities involved with PCI compliance and security issues. With states currently targeted by literally millions of security threats every week, heightened vigilance is of immediate and critical importance.

NIC's mobile technology innovation, combined with our strong cybersecurity expertise, makes NIC a truly unique and valuable partner.

# Mobile Practice Driving Test App Downloads Surpass Expectations

In September 2011, the Maryland Motor Vehicle Administration (MVA), in partnership with NIC Maryland, launched the **Maryland Practice Driving Test mobile app** for the iPhone, iPod, and iPad devices. A similar app for the Android platform was launched in October 2012 along with enhancements to the Apple version. The Maryland Practice Driving Test is a free and convenient tool to prepare future drivers for the knowledge test required to obtain a Maryland driver license. Since its launch, the app has been downloaded nearly 100,000 times and continues to surpass downloads

from the same app in other NIC states – **56 percent of total downloads.**

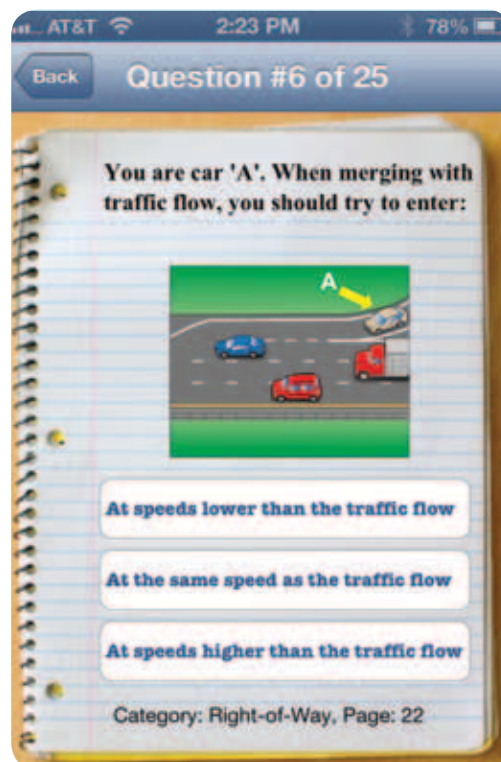
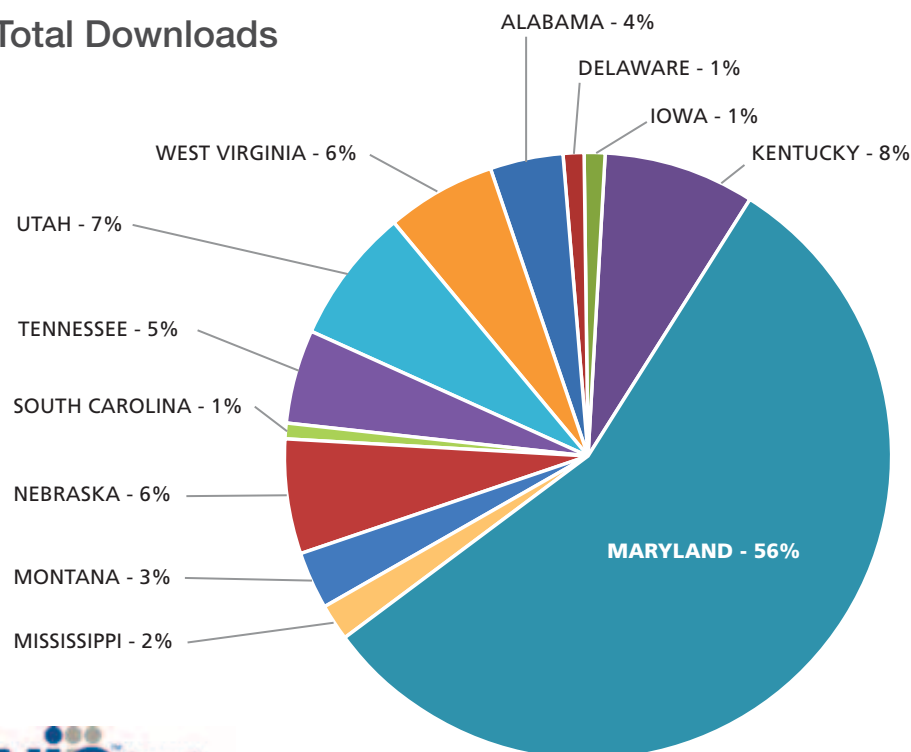
“Driving is a lifelong learning process. We encourage drivers to use the driver test tutorial, which is focused on behaviors that can affect the safe operation of a motor vehicle. Many experienced drivers can benefit from a refresher as driving laws and recommendations are changed every year. We hope these apps will make it more convenient to engage not only new drivers, but also experienced drivers,” said MVA Administrator John Kuo.

The Maryland Practice Driving Test app generates a random series of questions and allows users to repeat the test

as often as they like. The app also integrates with social media channels and allows users to email their scores to their parents and friends or post on Facebook and Twitter.

“We are pleased that the Maryland Practice Driving Test has been favorably received by so many Maryland constituents,” said Maryland Department of Information Technology (DoIT) Secretary Elliot Schlanger. “By enhancing this already popular app with compatibility to additional mobile platforms, many more Marylanders will have the opportunity to test and refresh their driving knowledge.”

**Total Downloads**



Sample question from Maryland Practice Driving Test Mobile App

# GovPay – NIC Maryland's Enterprise Payment Processing Service

**NIC** Maryland offers a secure and robust payment processing solution, GovPay, which supports Internet, mobile, point-of-sale (POS), and kiosk payment channels and accepts all major credit cards (Visa, MasterCard, Discover, and American Express) and electronic checks. Whether collecting payments online or in the office, NIC provides savings and security for eGovernment transactions.

NIC is the nation's largest eGovernment services provider and has processed more online payments for state government than any other provider in the industry. In 2012, NIC processed more than 200 million government transactions worth \$22.5 billion on behalf of our federal, state, and local government partners.

NIC's long-term commitment to government transaction processing has resulted in a system of operational best practices that encompass

the full life cycle of payments – from origination to disbursement to reporting. These best practices allow NIC to deliver to the Maryland government entities an innovative payment processing solution that is also in compliance with best-in-class security, accounting, and audit standards. NIC specializes in providing electronic payment processing solutions and features best practices in:

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## Online Registration and Search System Deters Waste Kitchen Grease Theft

**K**itchen grease may not seem high on the list of valuable items a thief might steal, but the practice has become so widespread and potentially dangerous that the Maryland Department of Agriculture (MDA) worked with industry representatives to pass legislation in the 2011 Maryland General Assembly to help deter waste kitchen grease theft. As a result of this legislation, all businesses that transport waste kitchen grease in Maryland are required to register their business and provide identifying information for each vehicle used to transport waste grease. Companies failing to register as required by law are subject to fines of up to \$10,000 and up to one year in prison. Within six weeks of launching the service, 100 percent of businesses that transport waste kitchen grease in Maryland had registered through this online service.

The MDA utilized the self-funded partnership between the Department of Information Technology (DoIT) and NIC Maryland to develop an online registration system to help ensure this hazardous commodity is hauled only by legitimate professionals. The **Waste Kitchen Grease Transporter Registration**

**and Certified Transporter Search Program (WKG)** was launched in July 2012 and is managed by the MDA.

"We hope this registry helps to deter waste kitchen grease theft and offers assistance to those who provide the valuable transportation service to the industry," said MDA Secretary Buddy Hance. "MDA developed this online system to make the registration process efficient and transparent and hopes it will serve as a useful tool for law enforcement officials."

After a simple account setup process, the transporters enter their company and vehicle information, upload their insurance certification, pay the registration fees, and print out the official certificates to be placed in each transporter vehicle. All registrants are automatically sent renewal notices by email prior to the expiration of their current registration.

The Waste Kitchen Grease Transporters Search tool allows police to know immediately if a truck is legally carrying waste cooking oil and enables them to go after the thieves that may have stolen it or are carrying it illegally. Latest industry trends estimate that 190 million pounds of used cooking oil – about

25 million gallons – are lost to thieves each year. Law enforcement officers and hazardous material crews now have the ability to search the database in the field to confirm the vehicles are legitimate.

"The online Waste Kitchen Grease Transporter Registration Program is another great example of how state government can be transparent, cost-efficient, and business-friendly through smart use of information technology and Web services," said Department of Information Technology Secretary and Chief Information Officer Elliot Schlanger. "Providing easy access to a broader range of government services is a high priority for Governor O'Malley and his administration. Look for many new and improved services to be offered online over the coming months."

Self-funded eGovernment has dramatically expanded Web-based solutions in Maryland, increasing citizen and user satisfaction. The MDA's **Waste Kitchen Grease Transporter Registration and Certified Transporter Search Program**, valued at more than \$118,000, delivers significant efficiencies and cost benefits to the agency and legitimate grease and oil collectors without requiring taxpayer appropriations. ■

# Electric Vehicle Registry Promotes Use of Electric Vehicles and Environmental Friendliness

Maryland is working hard to promote the use of electric and hybrid vehicles to help further two key energy goals: (1) reduce greenhouse gas emissions 25 percent by 2020, and (2) create 100,000 new green jobs by 2015. However, utility companies in Maryland are concerned about the potential impact on the electric grid of home electric vehicle charging. Home charging by a number of vehicles in one neighborhood could impact the local distribution system, thus affecting electricity service to surrounding homes. With the ever-increasing number of electric and hybrid vehicles on the road today, electric utility companies in Maryland needed a way to effectively plan for the availability and reliability of the electric power supply in specific geographic areas.

To help ensure the safety and reliability of the electric distribution system, legislation was passed in the 2012 Maryland General Assembly to provide for the sharing of customers' geographic location information between the Maryland Motor Vehicle Administration (MVA) and the electric utility companies. The **Electric Vehicle Registry** was launched in October 2012 in response to the legislation and provides an efficient way for the MVA to electronically deliver to Maryland utility companies the geographic locations of where the electric vehicle home-charging is likely to occur. The system allows utility companies to provide the MVA with the ZIP codes of the areas they serve, and in turn, the MVA returns information on the electric and hybrid vehicles registered in those areas. Utility companies access the geographic data on a monthly basis and use this data to adequately manage the power system and ensure the reliability of service



***"The MVA is experiencing significant savings in time, resources, and hardware/software costs and the utility companies are experiencing improved customer service."***

to the owners of electric vehicles and the surrounding areas. No personal information on the vehicle owner(s) is provided.

The ability to track and plan for electric distribution networks reduces costs for the utility company that would otherwise be passed on to their customers. In addition to cost and time savings, the new service helps to promote environmental friendliness by encouraging the use of electric vehicles in Maryland. Consumers who purchase electric or hybrid vehicles save money at the pump and help reduce the dependency on oil as a dominant fuel source. Maryland is also working hard to expand its infrastructure across the state for charging stations to

convince consumers that electric vehicles are a practical alternative to traditional vehicles.

The MVA is experiencing significant savings in time, resources, and hardware/software costs and the utility companies are experiencing improved customer service. The Electric Vehicle Registry was developed by NIC Maryland under the eGovernment self-funded contract as a free service and has provided an estimated \$125,000 in resource savings to the MVA. By Web-enabling the exchange of electric vehicle location data, utility companies can better allocate electric resources, reduce costs for their customers, and provide more reliable service to customers.



# NIC eGovernment Services Developed and Launched in 2012

Under the self-funded master contract with the Department of Information Technology (DoIT), NIC provides 24/7 customer support via phone, email, and live chat for the following eGovernment services and the Maryland.gov portal. For a listing of all of Maryland's eGovernment services, visit [www.maryland.gov](http://www.maryland.gov).

- **Maryland Motor Vehicle Administration (MVA): Driver Practice**

**Test (iOS and Android versions)** – Mobile application used to prepare future drivers for the MVA driver license knowledge test

- **Maryland Motor Vehicle Administration (MVA):**

**NIC eGov Monthly Billing Subscriber Registration** – Registration system to obtain an account to access the MVA Driver & Vehicle Records services

- **Maryland Motor Vehicle Administration (MVA):  
Driver & Vehicle Suite of Services**

- *Interactive Driver and Vehicle Records Service (iDVR)*

Online tool to search driver and vehicle record histories in real-time using any major Web browser

- *Point to Point Driver and Vehicle Records Access Service*

**NEW DELIVERY CHANNEL!** – Web service used by large companies to access driver and vehicle record histories



- *Driver Records Monitoring Service* – Driver license monitoring tool that provides updates when violation information changes

- *Vehicle Records Batch Access Service* – Bulk data transmission tool that allows companies to submit license plate numbers and receive information from the vehicle record

- **Maryland Department of Agriculture (MDA):**

**Waste Kitchen Grease Transporter Registration & Search** – Online registration system for companies that transport waste kitchen grease in Maryland

- **Maryland Motor Vehicle Administration (MVA):**

**Insurance Contact Registry & Search** – Database of insurance company contacts for towing companies to search prior to towing a vehicle

- **Maryland Motor Vehicle Administration (MVA):**

**Electric Vehicle Registry** – Online tool to electronically deliver geographic home charging locations to Maryland utility companies

- **Department of Business & Economic Development (DBED):**

**Central Business Licensing & Registration Portal** – One-stop shop for business owners to register a new business, create legal entities, establish trade names and create state tax accounts ■



## GovPay – NIC Maryland's Enterprise Payment

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- Secure payment processing and reconciliation
  - Marketing and public relations
  - 24/7 customer service and management
  - Fund disbursements to the Maryland State Treasurer's Office and settled in agency-specified account(s)
- At the heart of NIC's enterprise electronic

payment processing service is the NIC Payment Engine (TPE), a fully hosted, Web-based, enterprise-class payment processing engine. NIC's TPE is an SSAE 16 (formerly SAS 70) Type II-certified solution that is fully compliant with federal, state, local, and industry standards – including PCI DSS and PA-DSS.

As a subsidiary of NIC Inc., Maryland's operation benefits from significant

processing cost savings, which are passed on to Maryland's constituents. Because GovPay and TPE are enterprise products, both are continually updated to maintain security compliance and add enhanced features, and Maryland government entities benefit from an audited, secure, PCI DSS-compliant, technologically advanced payment processor at no cost. ■

# INSIGHTS

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Your questions and comments are welcome. Please contact us at:

200 Westgate Circle, Suite 402 | Annapolis, MD 21401  
888-9MD-EGOV (888-963-3468) | (410) 990-1090  
[maryland.gov](http://maryland.gov)